

BRAND RECIPE: BRAND STRATEGY

BRAND

ORIGIN		HUMAN TENSION	
How does the brand starts?		Strategic Definition of Target What is the psychological need that connects people to the brand?	
BELIEFS	PERSONALITY	COGNITIVE RESPONSES	AFFECTIVE RESPONSES
How is the brand's vision of the world? What attitudes shape the brand?	What are the main characteristics of the brand's behavior?	What attitudes and beliefs should be created and/or promoted by the brand?	Whats the emotional impact that the brand should create?
PROCESS		BRAND PURPOSE	DREAM
How is the brand's value created and delivered?		Whats the brand role on people's life?	How does the brand's future look like?
KEY MOMENTS		CONVERSATIONS	COMMUNITIES
What are the most important moments of contact between the brand an its audiences?		What conversations should the brand create, support, and/or promote?	How are the different types of audiences/segments within the brand's target?
POINTS OF DIFFERENCE		FRAME OF REFERENCE	POINTS OF PARITY
What brand characteristics helps build a differentiated position?		How is defined the category in which the brand competes?	What brand's characteristics par with competing brands?